A Book of Photos

From the Land Where Dreams Come True

Martin Young,
Swarthmore, Pa.

FRUITLAND PARK
FLORIDA

A Little Land —and a Living

THAT is the hope and aim of nearly every man. And this aim is a natural one. For a little land and a living means Freedom and Happiness.

Since the earliest beginnings of history, men have struggled and fought for land. Those who Secured the land became the prosperous and contented class, while those who Gave Up their land became *peasants* and *slaves.*

Today, the poverty stricken peasants of Europe are the descendants of those who lost their land Hundreds of Years Before. And the pity of it is they will Never be able to get it again because the land in Europe is all gone.

But in This country there is still Plenty of land, and there is still plenty of it Within the Reach of All. And You should not rest a moment until You have enough of it to support You in comfort, and enough to establish an Imperishable Legacy for your children. For land is the Safest and Surest investment on earth.

—*Chicago Journal.*

Copyright, 1917, by Lake County Land Owners' Association

ITALIAN VILLA GROUNDS, ON MIRROR LAKE, FRUITLAND PARK.
One of the many beautiful places here. Witching homesites are available on the many pretty, clear-water lakes. The latter have hard, sloping banks and abound in game fish.

"Palm Villa," Residence of George Clark, Fruitland Park.
This beautiful home is in the center of a large grapefruit, orange and pear grove.

BEAUTIFUL LAKE WEIR.

One of the largest and most beautiful lakes in the State, surrounding which are many elegant homes and large citrus groves. Our nursery containing about one-half million grapefruit and orange trees for free distribution to settlers borders on this lake.

THE $100,000 ECLIPSE GROVE.
This view shows a portion of this well-known grove which recently changed hands at $100,000. The citrus expert of the A. C. L. R. R. states that the Buffom grove, at Stanton, has paid $1,000 per acre continuously for the past ten years.

Citrus Grove in This District.

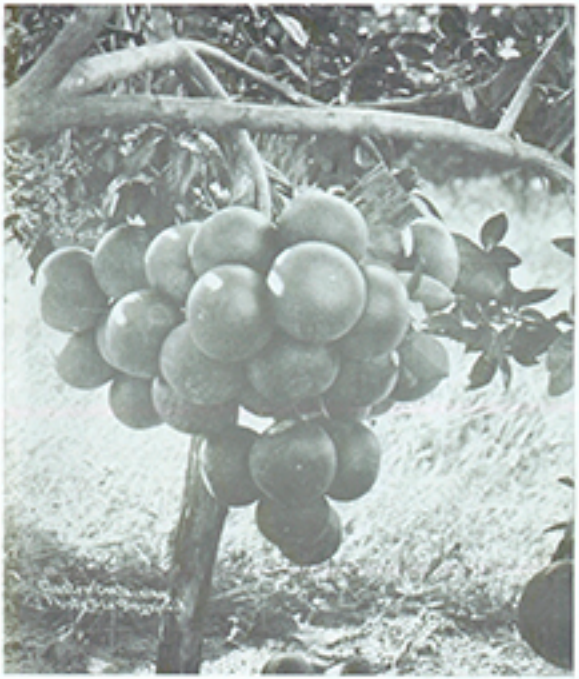
This district abounds in old groves which dot the hillsides in almost every direction. The famous Monarch grove—almost 900 acres—the largest citrus grove in America, lies only a few miles west of Fruitland Park.

IN THE GOLDEN GLOW OF A GRAPEFRUIT GROVE.
Prominent Pennsylvanians enjoying a Winter's day in Rev. Albertson's wonderful grove, valued at $50,000. Note enormous size of this grapefruit tree.

Representatives of several States who have run away from winter and are enjoying the winsomeness of a winter's day in the magnificent Beeman Grove. Among these are some members of the Pennsylvania Syndicate, which purchased 3,000 acres here.

A 55-Acre Young Grapefruit Grove at Fruitland Park.

Grapefruit groves can be produced here at comparatively small expense, by growing other crops between the rows. When five years old such groves are valued at $1,000 per acre. The McKinney Grove yielded $2,311 per acre in one season.



Cluster Containing 36 Grapefruit.

This shows why citrus culture is profitable. The Emeralda grove, just east of Fruitland Park, has made the prodigious yield of 1,100 boxes of oranges to the acre.

Orange Tree in Blossom.

No sight is quite so beautiful—no perfume so fragrant as the orange tree in blossom. One of Lake County's many woman grove owners is shown in this picture.

FRUITLAND PARK CASINO AND TENNIS COURTS.
Excellent entertainments are given in this Casino during the winter. This is the sport-lover's paradise. Golf links can be seen in the distance.

VIEW OF LAKE GRIFFIN.

One of the largest lakes in Florida. Water shipments can be made from this point to Jacksonville as soon as the channel is opened up. The Rivers and Harbors Committee of Congress has recommended an appropriation of $733,000 for this purpose, which should reduce freight rates 50 per cent.

Wonderful Sweet Potato field here showing results of careful work. Note Velvet Beans in distance. Sweet Potatoes are capable of bringing $300 per acre. 10 months ago, when we sold this land, it was in the pine woods.

Nearby Lakes Afford Splendid Fishing.

Packing Tomatoes and Cantaloupes.

Cultivating String Beans.

String Beans Further Advanced.

Pea Field. Velvet Bean Field.

PICKING STRING BEANS.
STRING BEANS FOR SHIPMENT.

Cucumbers have paid $3,000 per acre at Whitney, a few miles south of Fruitland Park.

Egg Plant Frequently Yields From $500 to $1,000 per Acre.
This field is located on the road between Whitney and Fruitland Park.

CABBAGE FIELD, NEAR WHITNEY.
This district, lying just south of Fruitland Park, is one of the greatest Cabbage and Truck centers in the State.

Panoramic View of Fruit
Water hazards and rolling ground add zest
hole course is pronounced by experts
One can golf here ev

AND PARK GOLF COURSE.
o golf in Fruitland Park. This eighteen-
as the most beautiful in the South.
ry day in the year.

SOLID TRAINLOAD OF WATERMELONS.
A daily scene during the shipping season. As the earliest standard melons in the United States are grown here this has become the most profitable watermelon center in the world.

GREAT ACTIVITY DURING THE MELON SEASON.

These views, from actual photographs, show the cultivation process, watermelons in the field, cantaloupes being loaded on wagons, hauling same to packing-house, and loading and shipping watermelons. One of our growers made $10,000 from watermelons in one season.

LAKE COUNTY NATAL HAY FIELD AT CUTTING TIME, WITH FINE, PRODUCING CITRUS GROVE IN BACKGROUND.
Natal hay is capable of yielding from three to four tons and upwards per acre per annum and sells for $20 to $30 a ton at the bailer. It is the timothy of Florida, and helps pay expense of grove development here.

Some of Dr. J. Q. Lloyd's Prize Hampshires.
These are but a few of the fine Hampshires on Dr. Lloyd's model hog farm here. Hogs can be raised for half the money here that they would require in the North. The owner is coining money from these thoroughbreds.

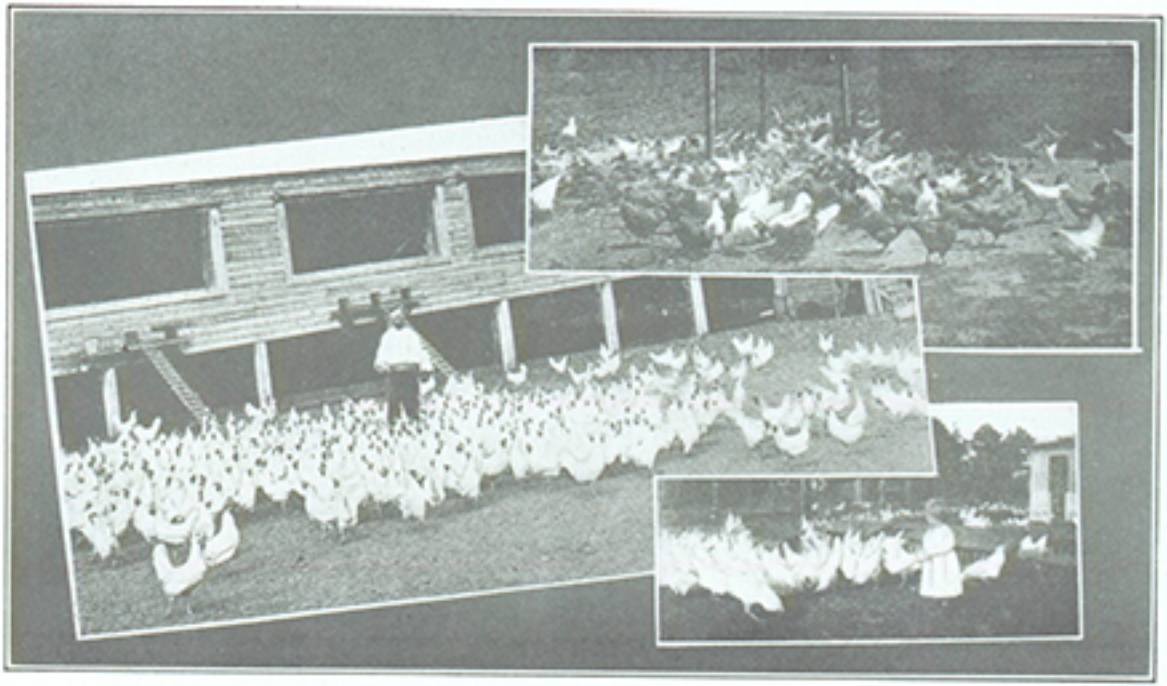
MARION COUNTY, FLORIDA, OAT AND PEA FIELD.
Oats, Peas, Natal Grass, etc., grown between the rows, give good profits while your citrus grove is maturing.

A Florida Haying Scene.
Natal Hay, the timothy of the South, is capable of yielding $50 per acre and up in Lake County.

Lake County has over 200 miles of hard-surfaced roads and $500,000 is being expended for additional hard roads. Practically every farm can border on or be convenient to a fine, hard road.

First Fairway on Fruitland Park Golf Course.

Warm in winter—cool in summer, Fruitland Park is the golf-player's Elysium. The Course here is a thing of beauty and a joy forever. Hundreds patronize it. Come and golf with us in eternal Springtime.



MARION COUNTY, FLORIDA, POULTRY FARM.
McLean Brothers have, at Conant, a poultry farm like this, with 1,500 thoroughbred chickens and the largest incubator south of Jacksonville. They supply exclusively the famous Bellview Hotel.

Registered Dairy Cows in Marion County.
Our lands in Lake and Marion Counties are especially adapted to Natal grass, the great stock feed of the South, equal to timothy or alfalfa.

COWPEAS ON THE VRINSON FARM.
This crop is exceedingly valuable for enriching the ground and also as a hay crop, furnishing splendid feed for horses, cows and pigs.

Photograph taken December 14th, showing field of Lettuce and Cabbage.
Tomatoes have a luxuriant growth and are very profitable in this district.
Lettuce is a profitable winter crop, yielding as high as $500 per acre.
President Lloyd is standing in lettuce field, upper left hand corner.

Farmer's Home. Home Life on His Farm.

Packing House on His Farm.

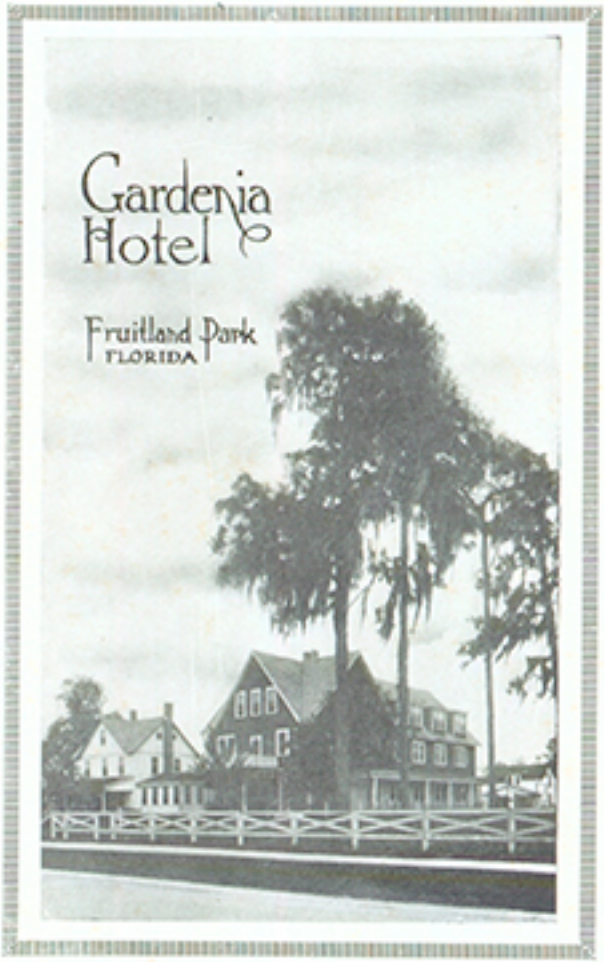
TYPES OF COUNTRY HOMES IN THIS VICINITY.
This is a developed community with many elegant homes, beautiful citrus groves and prosperous homes.

LAKE MOSSA.
One of the many beautiful spots in this district.

RESIDENCE OF LAKE COUNTY'S MELON KING.
Who has made a fortune raising Watermelons.
He is planting 250 acres to
melons this year.

FRUITLAND PARK'S MAIN AVENUE.
Lined with stately oaks and cozy residences
nestling among green and golden
Citrus Groves.

COTTAGES BELONGING TO GARDENIA HOTEL—TWO SHOWN AT CLOSE VIEW.
These are modern, furnished bungalows rented to winter and summer tourists. There is a big opportunity here for the man who will buy residence lots and erect artistic bungalows. The demand far exceeds the supply.



Hotel Gardenia, Fruitland Park.
One of the newest and most modern hotels in this resort district; equipped with hot and cold running water in each room, electricity. Has accommodations for 100 guests. You'll enjoy the Gardenia.

Twelve Reasons Why You Should Locate Here

"Here choose your home 'midst orange groves of gold and olive green
"Where Nature's wrought a handi-work of most entrancing mien."

1. This is a developed community with many elegant homes, good roads, schools, churches, growing towns, and splendid railroad facilities.
2. Our lands are high, rolling and perfectly drained, with clay sub-soil. No artificial drainage is necessary at any time of the year.
3. Our lands can be cleared easily and inexpensively—only a few dollars per acre—there being no palmetto.
4. Elevation and surrounding lakes afford priceless cold protection for the growing of citrus fruits, to which our soil is perfectly adapted.
5. Our district has become the greatest watermelon center in the state, if not on the continent. Watermelons are a profitable, quick-money crop.
6. Each farm can border on or be convenient to a hard road, can have telephone service at small cost; can have free automobile dry goods and grocery delivery. We are on the Dixie Highway.
7. This is a demonstrated district for Natal grass, the great stock feed, which rivals Alfalfa, often producing three tons to the acre, worth $20 a ton.
8. Our soil and climate are adapted to vegetables which can be raised between the rows while a citrus grove is being developed. Cotton is a paying crop here.
9. We have in this vicinity many of the oldest, finest and most profitable citrus groves in Florida. Shipments from this district exceeded one-half million boxes, in one year.
10. Our water supply is pure and abundant, and lumber and building material are cheap. No sulphur water.
11. Many beautiful clear water lakes afford the finest boating, hunting and fishing as well as charming home sites.
12. Your first crops here should go far in paying for your land. This is one of best peach sections in America.

For Map, Prices and Terms, Address

Lake County Land Owners' Association

Fruitland Park, Florida

An association of land owners organized under the laws of Florida to secure new settlers and to encourage the agricultural development of the community

Mickler 897

Friends,
Let this little book of
Actual Photographs be an invitation to
you and yours to forsake the North with its bitter
winds and biting cold and come to Fruitland
Park, an eternal Sunny Summerland,
that you may share with us
pleasure, profit and
prosperity

THE DREW PRESS
JACKSONVILLE